Frequency and depth of the problem

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The concepts of frequency & depth

- In order to better conceptualize what you are solving, you need to understand two concepts: frequency and depth
- **Frequency means how often your target customer has a certain problem**
- **Depth means how big of a deal is the certain problem for the customer**
- Once you figure out what pain you're targeting, you have to rate it on these two dimensions
- If you target more than one problem, rating them will help you decide which is the most important for your customers
- The best problem to target is one that rates high in one category and at least average in the other
- Also, problems that are felt strongly generally trump frequently nagging problems, so the more depth, the better